

6297-1

8/2/2013

1/15



U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Avenue NW
Washington, D.C. 20460

EPA Reg. Number: 6297-1

Date of Issuance: AUG -2 2013

Term of Issuance:

Conditional

Name of Pesticide Product:

NEO

NOTICE OF PESTICIDE:

x Registration
Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

David Aupperlee, Senior Manager, Product Safety and Regulatory Affairs
Bissell Homecare, Inc.
P.O. Box 1888
Grand Rapids, MI 49501-1888

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA section 3(c)(7) provided that you:

- 1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for re-registration of your product under FIFRA section 4.
2. Submit a one-year study required to satisfy the storage stability and corrosion characteristics requirements (Guidelines 830.6317 and 830.6320). You have 18 months from the date of registration to provide these data.

Signature of Approving Official:

Handwritten signature of Marshall Swindell

Marshall Swindell
Product Manager Team 33
Regulatory Management Branch I
Antimicrobials Division (7510P)

Date:

AUG -2 2013

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EPA Reg. No. 6297-1

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records. Submit one (1) copy of your final printed labeling prior to release of this product for shipment. If you have any questions concerning this letter, please contact Amaris Johnson at (703) 305-9542.

Sincerely,



Marshall Swindell  
Product Manager Team 33  
Regulatory Management Branch 1  
Antimicrobials Division (7510P)

Enclosure: (Stamped Label)

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

**(MASTER LABEL)**

**Neo (Name TBD)**

(Alternate Brand Names: *BISSELL, Woolite, Pawsitively Clean*)

**CARPET- [CLEANER] [CLEANING] - [DEODORIZER]**

[Insert usage site] [Cleaner] [Cleaning], [Odor causing bacteria (destroyer) (killer) (eliminator) (reducer) (cleanser) (cleaner) (cleaning)], [Carpet Cleaner (for pet messes)], [Carpet Cleaning (for pet messes)], [(Dual Action) (Pet) Cleaner & Deodorizer], [(Triple Action) (Pet) Cleaner & Deodorizer], [(Insert usage site) (Pet) Deodorizer], [(Insert usage site) (Pet) Odor Neutralizer], [(Insert usage site) (Pet) Odor Eliminator], [(Insert usage site) Refresher], [Deep Cleaner +Deodorizer], [(Advanced) (Professional) Deep Cleaner formula], [(Advanced) (Professional) Deep Cleaning formula], [(Advanced) (Professional) Formula for carpet]

**Active Ingredient:**

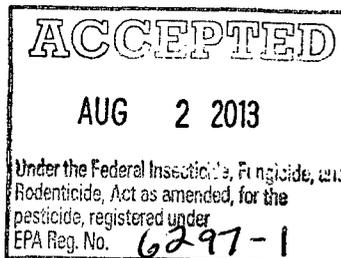
Hydrogen Peroxide..... 4.67%

**Other Ingredients:** ..... 95.33%

**Total:** ..... 100.0%

EPA Reg. No.: 6297-X

EPA Est. No.: [6297-XXX-XXX]



**CAUTION**

**Keep out of Reach of Children**

See additional precautionary statements on [back][side][right][left][other] [panel] of label [below].

Manufactured [by] [for]:

Bissell Homecare, Inc.

2345 Walker Ave, NW

Grand Rapids, MI 49544

Net Contents:

Batch/Lot: (Note to Reviewer: The lot or batch number may also be stamped or imprinted directly on the packaging.)

8 fl oz (0.25 QT) 236 mL (0.23 L)

16 fl oz (0.5 QT) 473 mL (0.47L)

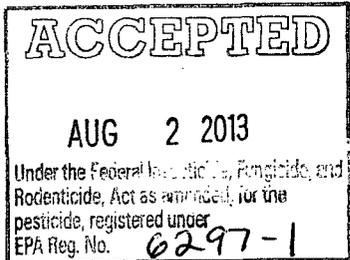
24 fl oz (0.75 QT) 709 mL (0.70 L)

26 fl oz (0.81 QT) 768 mL (0.76 L)

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

- 32 fl oz (1 QT) 946 mL (0.94 L)
- 48 fl oz (1.5 QT) 1419 mL (1.41 L)
- 50 fl oz (1.56 QT) 1478 mL (1.47 L)
- 52 fl oz (1.62 QT) 1537 mL (1.53 L)
- 60 fl oz (1.87 QT) 1774 mL (1.77 L)
- 62 fl oz (1.93 QT) 1833 mL (1.83 L)
- 64 fl oz (2 QT) 1892 mL (1.89 L)
- 71.3 fl oz (2.22 QT) 2108 mL (2.10 L)
- 80 fl oz (2.5 QT) 2365 mL (2.36 L)
- 128 fl oz (4 QT) 3785 mL (3.78 L)



(Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits)

**FIRST AID**

**If in Eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

**PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS AND DOMESTIC ANIMALS:**

**CAUTION.** Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet.

**Recommended Use (Location)**

All around the house <sup>‡</sup>	Car (s) (Truck(s)		Sunroom (s)
All around the home <sup>‡</sup>	Closets	Laundry Room	Vacation home
Attic	(Damp) Storage Area(s)	Living Room	Vehicles
Automobile(s)	(Damp) Storage Room (s)		Sunroom (s)
Baby's Room (s)	Den (/Study)	Mobile Home (s)	Daycare center(s)
Basement (s)	Dining Room (s)	Mud Room (s)	Auto Interiors
Bathroom (s)	Dorm (s)	Nursery (Nurseries)	
Bedroom (s)	Family Room (s)	Office(s)	
Boat (s)	Garage (s)	Pet area(s)	
Cabins	Home	Playroom(s)	
Camper (s)	House	Public places	
		Studios	

<sup>‡</sup> Non food contact surfaces only

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

**Recommended Use (Surfaces) [may include graphic depicting surface]**

Carpet(s)	Frieze (carpet)	Berber (carpet)	
Stairs	Saxony (carpet)	Loop (carpet)	
Bathroom mats	Plush (carpet)	Carpet Tiles	
Kitchen mats	Shag (carpet)	(Area) Rug(s)	
Entry rugs		Auto interiors	

**DIRECTIONS FOR USE**

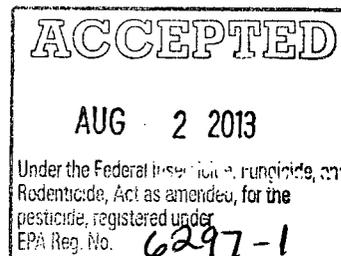
It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read and follow all directions and precautions on this product label.

Before you clean, test a small, hidden area for colorfastness. If color is affected, do not use. Do not use on wool carpet.

[For use with BISSELL deep cleaning machines.]

[For use in all machines, when used as directed.]

[Flush machine with clean water after use.]



How to use:

1. Vacuum (thoroughly to remove loose dirt)
2. For best results removing tough stains use (BISSELL Tough Stain Pretreat) (Woolite Oxy Deep Precleaner) (stain remover and sanitize) (sanitize and stain remover) (sanitize and stain remover pretreat) (stain remover and sanitize pretreat) (BISSELL pretreat) (any BISSELL pretreat) (BISSELL Spot and Stain (cleaner)) (any BISSELL spot and stain remover) (any BISSELL spot and stain) (before deep cleaning)
3. For all full size and rental machines, add 4 fl oz total (or two capfuls) per gallon of tap water to machine formula tank
4. Deep clean carpet following machine's user guide.
5. Flush machine with clean water after use
6. Stay off cleaned area until completely dry and vacuumed

For BISSELL Deep Cleaning machines with SmartMix® tank:

- Mix 4 fl oz of formula per gallon of tap water in the machine's clean water tank. Do not add formula to the SmartMix® tank.
- Make sure the machine setting is on "rinse" when using the machine

For all full size and rental machines: add (4 fl-oz total) to each gallon of tap water.

[Do not use this product in BISSELL Deep Cleaning machines, model numbers XXXX.]

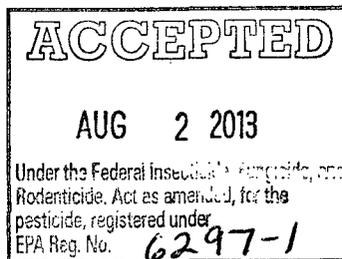
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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

[After using this product in BISSELL Deep Cleaning machines, model numbers XXXX, flush machine with clean water.]

For more information about using concentrated formula in your machine, visit [www.bissell.com](http://www.bissell.com)

(optional images)



(two capfuls drawing)

**STORAGE AND DISPOSAL:** Store in original container in areas inaccessible to small children. Store between 35°F to 85°F in dry, well-ventilated area away from chemicals, direct light, heat or open flame. Do not mix with other cleaning products. Keep securely closed. Nonrefillable container. Do not reuse or refill this container. Wrap [container] and put in trash or offer for recycling if available.

Manufactured by

[BISSELL brand  
Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand Rapids, MI 49544 USA  
[www.bissell.com](http://www.bissell.com)]

[Woolite brand

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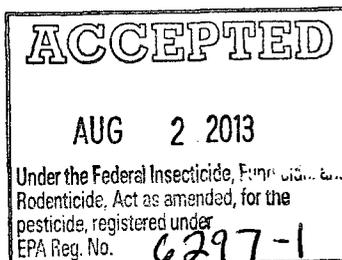
(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Questions or comments: Call 1.800.451.7847 Visit our website at  
www.woolitecarpet.com  
Woolite is a trademark of Reckitt Benckiser licensed to BISSELL Homecare, Inc.]

[Pawsitively Clean brand  
Questions or comments 1.800.237.7691 ©(year) BISSELL Homecare Inc., Grand  
Rapids, MI 49544 USA  
www.pawsitivelycleanpet.com]

[BISSELL (Rental) brand  
Questions or comments 1.800.749.9062 ©(year) BISSELL Homecare Inc., Grand  
Rapids, MI 49544 USA  
www.bissellrental.com]

©(year) BISSELL Homecare Inc.  
BISSELL International Trading Company BV  
Stadhouderskade 55,  
1072 AB Amsterdam  
The Netherlands



[Questions?] [Comments?] [Call XXX-XXX-XXXX]

For Consumer Care contact:  
BISSELL Homecare, Inc.  
P.O. Box 1888  
Grand Rapids, MI 49501

[Made in (insert country of manufacture origin)]

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

**Optional Label Statements, Marketing Claims, and Pictograms:**

**\* Non-living allergens including: Pollen, Pet dander, Dust mite allergen(s)**

**(Cleaning Claims)**

2 in 1 (formula) (cleans (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*))

2 in 1 deep cleaning formula that cleans and deodorizes at the same time

3 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)

4 in 1 (formula) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)

Accelerated oxygen cleaning action

Accelerated oxygen cleaning action penetrates deep down to remove tough dirt and stains

(Antibacterial) (formula) cleans and deodorizes

(Deep) Cleans (+) (&) deodorizes

(Deep) Cleans (+) Deodorizes (insert usage site)

(Deep) Cleans and eliminates (greater than) (more than) (over) (90% of) odor causing bacteria

(Deep) Cleans and removes (greater than) (more than) (over) (90% of) odor causing bacteria

(Deep) Cleans, deodorizes and freshens all in one (formula)

(Deep) Cleans, Deodorizes and Reconditions

(Deep) Cleans, deodorizes, and freshens (insert usage surfaces)

(Deep) Cleans, deodorizes, and restores (insert usage surfaces)

(insert usage site) cleaner

(Our) Best formula for cleaning and deodorizing carpet

(Permanently) Eliminates dirt, dust, and common allergens\* from (insert usage site)

(Permanently) Eliminates tough stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)

(Permanently) Removes dirt, dust, and common allergens\* from (insert usage site)

(Permanently) Removes tough (dirt) stains like (red wine), (food stains), (fruit juice), (pet messes), (mud/dirt), (ink), (chocolate), (coffee/tea), (cola), (blood), (grease), (motor oil), (& more)

(Permanently) Removes tough (pet) (spots) (stains) (soils) (and) (odors) (on) (insert usage site)

Antibacterial

Best (BISSELL) formula for cleaning (usage site)

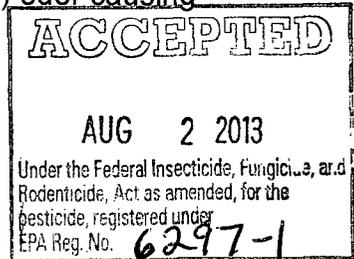
Boost your (deep) cleaning results with proven deodorizing power

Booster

Boosts (deep) cleaning for a cleaner, fresher home

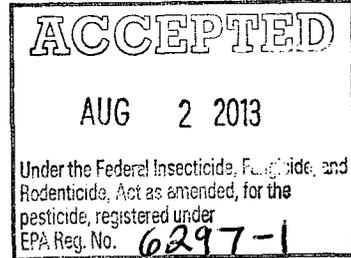
Boosts (deep) cleaning performance for a cleaner, fresher home

Boosts (deep) cleaning performance to also deodorize



(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

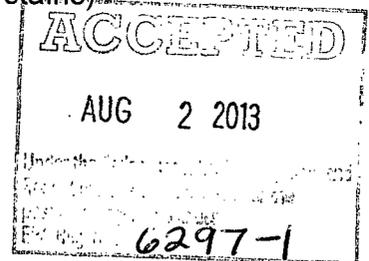
- Boosts cleaning performance
- Boosts cleaning performance to deep clean beyond what's seen
- Carpet (Spot and stain) Deodorizer (for pet messes)
- Cleaning booster
- Cleans & Deodorizes- better than cleaning alone
- Cleans (insert usage site)
- Cleans as it deodorizes
- Cleans beyond the surface
- Cleans everyday (pet) messes
- Cleans plus boosts
- Cleans the toughest soils
- Cleans tough (pet spots) (spots) (and) (pet stains) (stains)
- Cleans tough stains (on) (insert usage site)
- Complete (pet) cleaning and deodorizing system
- Deep clean beyond what's seen™
- Deep down clean(ing)
- Deodorizes as it cleans
- Deodorizes as it cleans
- Dramatically enhances the cleaning performance
- Dual action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)
- Easily removes soils and stains
- Effective cleaning of tough (pet) (spots) (stains) and (soils)
- Effectively removes tough dirt and grime
- Eliminates (pet odors) (odors) (allergens\*) (everyday dirt) (and) (spots and stains)
- Eliminates (x%) (of) (non-living) allergens\*
- Eliminates allergens\*
- Eradicates (tough) (dirt) (and) (stains) (pet stains)
- Fast & effective (pet) (deep) cleaning
- Fast and effective (deep) cleaning
- For a cleaner home
- For a cleaner, fresher home
- For a cleaner, fresher household
- For a deep clean
- For a thorough deep clean
- Go beyond surface cleaning
- Goes beyond surface cleaning
- Goes beyond surface cleaning- unique penetrating action thoroughly cleans and deodorizes (deep down into the carpet fibers)
- Improve your (deep) cleaning results with proven deodorizing power
- Improve(s) (deep) cleaning performance for a cleaner, fresher home
- Improves (deep) cleaning performance to also deodorize
- Improves cleaning performance
- Improves cleaning performance to deep clean beyond what's seen
- Kills (greater than 90%) (>90%) (of) odor causing bacteria
- Kills (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site) for a (fresh, clean home) (deep down clean)



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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Kills odor causing bacteria for a (fresh, clean home) (deep down clean)  
 No (hard) scrubbing required  
 Penetrates deep down to clean and deodorize  
 Penetrates for a (complete) (deep) clean  
 Pet Stain and odor remover (and deodorizer)  
 Powerful (penetrating) cleaning  
 Removes (pet odors) (odors) (allergens\*) (everyday dirt) (and) (spots and stains)  
 Removes (pet spots) (spots) (and) (stains) without hard scrubbing  
 Removes (tough) (dirt) (and) (stains) (pet stains)  
 Removes (x%) (of) (non-living) allergens\*  
 Removes allergens\*  
 Removes deep down (dirt), (pet stains), (stains), (&) (pet odors), (odors)  
 Removes tough dirt and grime  
 (Safely) removes tough odors and soils (on) (insert use site)  
 Thoroughly cleans and deodorizes deep within carpet fibers, eliminating stains, odor causing bacteria, and allergens\*  
 Thoroughly cleans and deodorizes deep within carpet fibers, removing stains, odor causing bacteria, and allergens\*  
 Triple (cleaning) action (deep cleans) (and) (removes odor causing bacteria) (and) (deodorizes) (and) (freshens) (and) (removes allergens) (and) (eliminates allergens) (and) (removes stains)  
 Triple action (cleans) (and) (kills odor causing bacteria) (and) (refreshes)  
 Triple action (formula) (cleaning) (cleaner) (cleans) (and) (deodorizes) (and) (freshens) (and) (eliminates allergens\*) (removes allergens\*)  
 Unbeatable cleaning  
 Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – eliminating dirt, stains, odors, and allergens\*  
 Unique penetrating action goes deep within carpet fibers to thoroughly clean and deodorize – removing dirt, stains, odors, and allergens\*



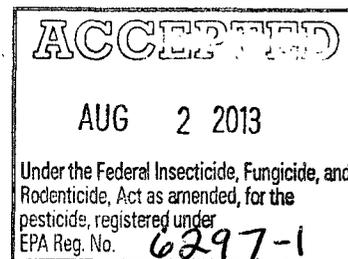
**(Deodorizing Claims)**

(Eliminates) (removes) (the toughest) (tough) odors caused by bacteria on (insert usage site)  
 (Fresh) (Clean) (fragrance) (scent)  
 (insert usage site) (Pet) Deodorizer  
 (insert usage site) (Pet) Odor Eliminator  
 (insert usage site) (Pet) Odor Neutralizer  
 (insert usage site) (Pet) Spot and stain deodorizer  
 (insert usage site) Refresher  
 (Kills) (destroys) (eliminates) (greater than) (more than) (over) (90% of) odor causing bacteria  
 (Kills) (Eliminates) (Destroys) odor causing bacteria  
 (Leaves behind a) Clean, Fresh Scent  
 (Light), (fresh), clean scent  
 (Permanently) Eliminates (pet) odors

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

(Permanently) Removes (pet) odors  
 Clean and fresh scent  
 Controls the growth of odor causing bacteria  
 Deodorizes and freshens (leaving a light, clean scent)  
 Destroys (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage sites)  
 Destroys tough (pet) odors  
 Doesn't just mask (pet) odors  
 Effective to kill (greater than) (more than) (over) (90% of) odor causing bacteria  
 Eliminates (pet) odors and (kills) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them  
 Eliminates (pet) odors doesn't just mask  
 Eliminates (pet) odors, doesn't just mask  
 Eliminates (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)  
 Eliminates odors (including) (kitchen) (pet) (and) (smoke)  
 Eliminates odors by controlling the growth of mold and mildew  
 Eliminates the toughest (pet) odors at the source  
 For ultimate freshness  
 Fresh, Clean scent  
 Freshens (insert usage site)  
 Freshens (insert usage site)  
 Freshens home with the scent of (fragrance name)  
 Full day freshness  
 Keep (insert usage site) smelling fresher longer  
 Keeps (insert usage site) smelling fresh  
 Kills (greater than) (more than) (over) (90% of) bacteria that cause (pet) odors  
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria  
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria and eliminates (pet) odors for a cleaner, fresher home  
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria and removes (pet) odors for a cleaner, fresher home  
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria at the source  
 Kills (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)  
 Kills odor causing bacteria (that ordinary cleaners don't)  
 Leaves (insert usage site) deodorized  
 Leaves (insert usage site) smelling (refreshed) (fresh) (clean)  
 Leaves (rooms) (home) smelling fresh and clean  
 Leaves a fresh scent  
 Leaves a fresh, clean scent  
 Leaves a light, clean scent  
 Leaves your (insert usage site) free of (pet) odors  
 Lifts (pet) odors and freshens  
 Lightly scented  
 Lightly scented and suitable for frequent use  
 Long lasting freshness



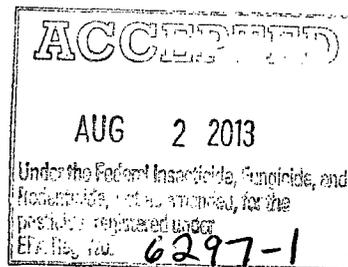
12/15

(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

- Neutralizes (pet) odors
- Neutralizes (pet) odors in (insert usage site)
- Neutralizes, reduces, and controls the growth of odor causing bacteria
- Penetrates (deep inside) (insert usage site) to eliminate (pet) odors at their source
- Penetrates (deep inside) (insert usage site) to remove (pet) odors at their source
- Prevents odors at the source
- Refreshes (insert usage site)
- Refreshes (insert usage site)
- Removes (pet) odors and (kills) (removes) (gets rid of) (greater than) (more than) (over) 90% of the bacteria that cause them
- Removes (pet) odors doesn't just mask
- Removes (pet) odors, doesn't just mask
- Removes (tough odor) (tough odors) (bacterial odor) (bacterial odors) (pet odors) on (insert usage site)
- Removes odors (including) (kitchen) (pet) (and) (smoke)
- Removes odors by controlling the growth of mold and mildew
- Removes odors+ provides a clean, light scent
- Removes the toughest (pet) odors at the source
- Removes tough (pet) odors and soils
- To eliminate (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)
- To remove (greater than) (more than) (over) (90% of) odor causing bacteria on (insert usage site)

**(General Usage Claims)**

- (Advanced) (Professional) cleaning formula for carpet
- (Alcohol) (Bleach) free
- (non caustic) (non-alkaline) (non-abrasive) formula
- (Okay) (suitable) for daily use
- (Okay) (suitable) for monthly use
- (Okay) (suitable) for regular use
- (Okay) (suitable) for weekly use
- (Okay) for everyday use
- (Safe) (Suitable) for (use in) all full size machines
- (Use on) (Designed for) (soft) (suitable for) carpet surfaces that you and your family come in contact with everyday
- (With) an active ingredient you can pronounce

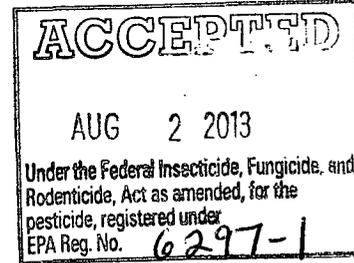


- Bottle contains minimum of X% post consumer recycled plastic
- Can you pronounce the active ingredient in other cleaning formulas?
- Carefully designed for home use.
- Carpet extraction for cleaning and deodorizing carpets
- Compatible with all deep cleaning machines including: BISSELL, Hoover, Dirt Devil, and Rug Doctor
- Compatible with all full size machines
- Contains no heavy metals, optical brighteners or dyes

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Designed for use in all full size machines  
 Dye Free (formula) (technology)  
 Gentle cleaning for your carpet  
 Gentle on your carpet  
 Gentle on your carpets  
 Great for use in any room of the house  
 Leaves carpet clean for children and pets (when used as directed)  
 Leaves no harmful residue  
 For everyday use  
 No residue  
 No harsh fumes  
 No resoiling  
 No VOCs  
 Non-abrasive formula  
 No-rinse formula  
 Okay (suitable) to use daily  
 Perfect for use on pet messes  
 Pet friendly  
 Safe & gentle for your carpet  
 Safe for all carpets (including nylon, wool, & stain resistant carpets)  
 Safe for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines  
 Safe for your carpet  
 Single active ingredient: Hydrogen Peroxide  
 Suitable for use in BISSELL, Hoover, Rug Doctor, and other full size deep cleaning machines  
 Suitable for use on (insert usage site)  
 This product is approved for use on (insert usage sites)  
 Up to (x) uses per bottle  
 Use daily (in) (on) the (insert usage area) your (family)(and)(pets) touch (the most) often  
 Use throughout your house



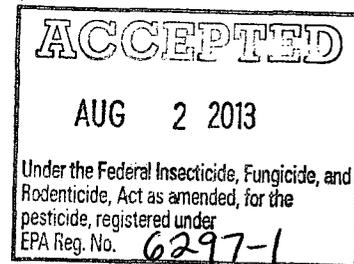
**(Easy Use Claims)**

(Advanced) (Professional) cleaning (formula) for (insert usage sites)  
 (Suitable) For everyday use  
 Can be used anytime  
 Designed for households with pets & kids  
 Dries fast  
 Dries in (x) minutes  
 Dual (action) (purpose)  
 Dual action  
 Easy to use  
 Everyday formula

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

Fast drying  
 Fast, easy, effective  
 Gentle on (insert usage surfaces)\  
 Great for (insert usage sites)  
 Keep your home clean  
 Leaves no (harmful) residue  
 Makes cleaning easier  
 Multi-purpose  
 Multi-use  
 No rinsing required  
 Portable deep cleaning (formula) (detergent) (soap)  
 (solution)  
 Simple application  
 Suitable for use around the home  
 Takes care of (insert usage sites) (pet) stains and odors  
 Treat stains, (pet) odors and allergens\*  
 Triple (action) (purpose)  
 Triple action  
 Upright deep cleaning (formula) (detergent) (soap)  
 (solution)  
 Works on (most) (insert usage sites)



**(Other/General Claims)**

Bottle contains minimum of X% post-consumer recycled plastic  
 EPA approved  
 (Ultra) concentrated

**(Marketing Claims)**

(2 in 1) (3 in 1) (Action) (product)  
 (Dual) (Triple) (Advanced) Action  
 (Money back) (Satisfaction) (Guarantee) (or your money back) (or its) (yours) (free)  
 All in 1  
 Bonus (X) (oz) (X %) (more) (free)  
 Complete Clean  
 New {note to reviewer: use for first 6 months only}  
 New and improved {note to reviewer: use for first 6 months only}  
 Save (\$X) now  
 Trial (size) (pack)  
 Try (me) (for) (free) (now) (today)  
 Value (size) (pack)

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(Note to Reviewer: (parenthetical text) is optional; [bracketed text] is informational.)

**Optional Logos and Pictograms:**

**AHP (logo)\*\*\***

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